



WABC-TV/DT
New York

WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 10-05-2012 PAGE: 1 of 2

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
397238	08-30-2012	10-05-2012	2	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC - NEW YORK

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
11699			242436	PHILADELPHIA	D. PARKER	10-08-2012	10-14-2012	M (Broadcast Month, Cycle 1)							N	242436		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: E : 11699																		
1	10-09-2012	10-11-2012	05:15AM - 05:56AM	AM EWN THIS MORNING 5-6AM (7426)	7	30		1		1				2	800	2	1,600.00	
2	10-08-2012	10-12-2012	06:15AM - 07:00AM	AM EWN THIS MORNING 6-7AM (7427)	7	30	1	1	1	1	1			5	1,800	5	9,000.00	
3	10-08-2012	10-12-2012	07:00AM - 09:00AM	AM GMA 7-9AM (7429)	7	30	2	1	1	1	2			7	2,400	7	16,800.00	
4	10-13-2012	10-13-2012	06:15AM - 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30						1		1	400	1	400.00	
5	10-14-2012	10-14-2012	08:00AM - 09:00AM	AM EWN SA/SU 6-10AM (7434)	7	30							1	1	850	1	850.00	
6	10-10-2012	10-12-2012	09:00AM - 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30			1		1			2	900	2	1,800.00	
7	10-11-2012	10-11-2012	10:58AM - 12:00PM	DA THE VIEW (10707)	7	30				1				1	3,500	1	3,500.00	
8	10-09-2012	10-09-2012	12:15PM - 12:30PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30		1						1	1,400	1	1,400.00	
10	10-13-2012	10-13-2012	09:15AM - 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30						1		1	850	1	850.00	
11	10-09-2012	10-12-2012	03:00PM - 03:59PM	DA KATIE COURIC M-F (12182)	7	30		1		1	1			3	1,700	3	5,100.00	
12	10-08-2012	10-12-2012	04:15PM - 04:59PM	EN EWN AT 4PM M-F (11372)	7	30	1		1	1	1			4	1,100	4	4,400.00	
13	10-08-2012	10-12-2012	05:15PM - 05:55PM	EN EWN AT 5PM M-F (7450)	7	30	1	1	1	1	1			5	2,200	5	11,000.00	
14	10-08-2012	10-12-2012	06:15PM - 06:30PM	EN EWN AT 6P (CFB) (7442)	7	30	1	1	1	1	1			5	2,200	5	11,000.00	
15	10-08-2012	10-12-2012	07:00PM - 08:00PM	PA JEOPARDY/WHEEL (7446)	7	30	1	2	1	1	1			6	4,000	6	24,000.00	
16	10-08-2012	10-08-2012	08:00PM - 10:00PM	PE MONDAY 8-10PM (7492)	7	30	1							1	25,000	1	25,000.00	
17	10-10-2012	10-10-2012	08:00PM - 09:00PM	PE WEDNESDAY 8-9PM (7487)	7	30			1					1	10,000	1	10,000.00	
18	10-14-2012	10-14-2012	08:00PM - 09:00PM	PE SU 8-9PM (7499)	7	30							1	1	15,000	1	15,000.00	
19	10-08-2012	10-12-2012	11:15PM - 11:35PM	LN LATE NEWS CFB (7645)	7	30	1	1	1	1	1			5	4,400	5	22,000.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 397238	Contract Dt 08-30-2012	Revision Dt 10-05-2012	Rev# 2	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS	Station/Market WABC - NEW YORK										
Agency Est# 11699		CMS # 242436	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-08-2012	End Date 10-14-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 242436								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11699																	
20	10-14-2012	10-14-2012	11:15PM - 11:35PM	LN LATE NEWS CFB (7645)	7	30							1	1	4,400	1	4,400.00
21	10-10-2012	10-10-2012	11:35PM - 12:02AM	LF NIGHTLINE M-F (7453)	7	30			1					1	2,200	1	2,200.00
22	10-10-2012	10-10-2012	12:30PM - 01:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30			1					1	1,400	1	1,400.00
23	10-11-2012	10-11-2012	11:35PM - 12:02AM	LF NIGHTLINE M-F (7453)	7	30				X				1	2,200	1	2,200.00
Contracted Gross Total:																56	173,900.00
Actual Gross Total:																56	173,900.00
Agency Commission:																	26,085.00
Net Total:																	147,815.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments		Actual Total							
Oct 12		0.00		0.00		173,900.00		0.00		173,900.00							
TOTAL		0.00		0.00		173,900.00		0.00		173,900.00							

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